

## ORDER



Orders	Order / Rev:	682789
	Alt Order #:	06139146
	Product Desc:	KAINE FOR SENATE
	Estimate:	
	Flight Dates:	10/08/12 - 10/14/12
	Original Date / Rev:	05/10/12 / 05/10/12
	Order Type:	Political

	<b>WUSA</b>
Primary AE:	<u>Aaron Ashe</u>
Sales Office:	<u>T-WAS</u>
Sales Region:	<u>NAT</u>

Agency	Name:	Media Strategies & Research/ POL
	Buying Contact:	
	Billing Contact:	
		11350 Randon Hills Road, Suite 670
		Fairfax, VA 22030

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Kaine,T/D/Sen/VA
	Demographic:	A35+
	Product Codes:	PL-US Senate
	Priority:	P-5
	Revenue Codes:	AGY, GEN, POL

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/14/12	48	\$82,025.00	\$69,721.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	48	\$82,025.00	\$69,721.25	0.00
<b>Totals</b>	<b>48</b>	<b>\$82,025.00</b>	<b>\$69,721.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share	Share	Total
WUSA	23%	\$82,025.00
Market	100%	\$356,630.43

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBDC	1%	\$3,566.30
WDCA	1%	\$3,566.30
WJLA	19%	\$67,759.78
WMDO	0%	\$0.00
WPXW	0%	\$0.00
WRC	35%	\$124,820.65
WTTG	21%	\$74,892.39
WWPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	10/10/12	10/10/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	--W----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	--W----		1		\$450.00		0.00					
E 2	WUSA	10/08/12	10/12/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	MTWTF--	:30	5	\$500.00	P-2	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	MTWTF--		5		\$500.00		0.00					

Order / Rev: 682789  
 Alt Order #: 06139146  
 Flight Dates: 10/08/12 - 10/14/12

Advertiser: Kaine,T/D/Sen/VA  
 Product Desc: KAINE FOR SENATE  
 Estimate: WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WUSA	10/08/12	10/12/12	CBS This Morning CBS This Morning	CM	7-9a M---F--	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	M---F--		2		\$300.00		0.00				
E 4	WUSA	10/09/12	10/11/12	Price Is Right The Price is Right	CM	11a-12p -T-T---	:30	2	\$375.00	P-3	0.00	NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-T-T---		2		\$375.00		0.00				
E 5	WUSA	10/08/12	10/10/12	9 News @ Noon 9 News @ Noon	CM	12-1230P M-W----	:30	2	\$300.00	P-3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	M-W----		2		\$300.00		0.00				
E 6	WUSA	10/12/12	10/12/12	DT Soaps	CM	9A-3P (12:30 PM-3:00 PM) ----F--	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	----F--		1		\$400.00		0.00				
E 7	WUSA	10/11/12	10/11/12	3-4p The Doctors	CM	3-4p ---T---	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	---T---		1		\$225.00		0.00				
E 8	WUSA	10/10/12	10/12/12	4-5p Dr. Phil	CM	4-5p --WTF--	:30	2	\$325.00	P-3	0.00	NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	--WTF--		2		\$325.00		0.00				
E 9	WUSA	10/08/12	10/12/12	9 News @ 5p 9 News @ 5p	CM	5-6p MTWTF--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	MTWTF--		5		\$700.00		0.00				
E 10	WUSA	10/08/12	10/12/12	9 News @ 6p 9 News @ 6p	CM	6-630p MTWTF--	:30	5	\$900.00	P-2	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	MTWTF--		5		\$900.00		0.00				
E 11	WUSA	10/08/12	10/12/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p MTWTF--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	MTWTF--		5		\$800.00		0.00				
E 12	WUSA	10/13/12	10/13/12	9 News @ 6p Sat 9 News @ 6p Sat	CM	Sat 6-630p -----S-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S-		1		\$350.00		0.00				
E 13	WUSA	10/14/12	10/14/12	9 News @ 630p Sun 9 News @ 630PM Sunday	CM	630-7P -----S	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S		1		\$400.00		0.00				
E 14	WUSA	10/08/12	10/08/12	Entertainment Tonight Entertainment Tonight	CM	730-8P M-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	M-----		1		\$800.00		0.00				
E 15	WUSA	10/09/12	10/09/12	Tue Prime B NCIS: Los Angeles	CM	9-10P -T-----	:30	1	\$14,000.00	P-2	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-T-----		1		\$14,000.00		0.00				
E 16	WUSA	10/10/12	10/10/12	Wed Prime C CSI: Crime Scene Investigation(10:00 PM-11:00 PM)	CM	10-11P --W----	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	--W----		1		\$7,000.00		0.00				
E 17	WUSA	10/11/12	10/11/12	Thu Prime A The Big Bang Theory/Rules of E	CM	8-9P ---T---	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				







DAYS	BEGIN TIME	END TIME	PTRN	LNTH	BEGIN DATE	END DATE	CLS 13/	SEC 14/	PLAN	PLAN PRICE 16/	SPT /WK	RATE SPOT 18/	STATION CD, CD SC# 23/	SPOT /LIN
THU	800P-900P			30	10/11	10/11					1	10000.00		1
PROGRAM : BIG BANG/DAD														
18 FRI	1000P-1100P			30	10/12	10/12					1	\$6,000.00		1
PROGRAM : BLUE BLOODS														
19 SUN	1000P-1100P			30	10/14	10/14					1	\$7,000.00		1
PROGRAM : CSI MIAMI														
20 M-F	1100P-1135P			30	10/08	10/12					5	\$2,500.00		5
PROGRAM : WUSA 11P NEWS														
21 SAT	1100P-1135P			30	10/13	10/13					1	\$2,500.00		1
PROGRAM : SAT 11P NEWS														
22 SUN	1100P-1135P			30	10/14	10/14					1	\$2,500.00		1
PROGRAM : SUN 11P NEWS														
23 TU,TH	1135P-1235A			30	10/09	10/11					2	\$400.00		2
PROGRAM : LETTERMAN														

OCT/12 82025.00 CONTRACT TOTAL 82025.00  
TOTAL SPOTS 48

MARKET TOTALS \$356,630 WUSA 23% WTTG 21% WJLA 19% WRC 35% WDCA 1% WDCW 1% CABL 0%  
SVC- NSI  
DEMOS- RA35+\*

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> WUSA-TV Washington, DC	<b>Date:</b> 5/9/2012
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I, Media Strategies and Research

being on behalf of: Tim Kaine, a legally

qualified candidate of the Democratic political

party for the office of: U.S. Senate

in the Primary

election to be held on Tuesday, June 12, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation, or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					

The attached order should be regarded as a formal request for Equal Opportunities. We request that all rules regarding rates and access as defined by the Equal Opportunities clause in Section 315 of the Communications Act be enforced.

Date of First Broadcast: Monday, October 08, 2012	Date of Last Broadcast: Sunday, October 14, 2012
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**Total Gross Charges: \$82,025.00**



**Media Strategies and Research**  
 1580 Lincoln Street, Suite 510      11350 Random Hills Road, Suite 670  
 Denver, Colorado 80203      Fairfax, Virginia 22030  
 (303) 989-4700      (703) 877-2000

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally-qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Warren Thompson

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

Wednesday, May 09, 2012

Date



Signature

***To Be Signed By Station Representative***

☐

Accepted

☐

Accepted In Part

☐

Rejected

Signature

Printed Name

Title



**Media Strategies and Research**

1580 Lincoln Street, Suite 510

Denver, Colorado 80203

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